Smart Tourism and Digital Experience: Tools, Platforms and User Preferences in the Post-COVID Context

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Abstract

The COVID-19 pandemic accelerated the digitalization of tourism and led to the development of smart tourism practices. This paper explores the relationship between smart tourism tools, digital platforms, and user preferences in the post-pandemic context. Based on a comparative literature analysis, we identify the main technologies adopted in the tourism sector, the shift in digital user behavior, and the emerging expectations of tourists. The findings highlight the increasing importance of mobile apps, real-time personalization, and immersive digital experiences in shaping destination competitiveness. Practical implications are formulated for tourism stakeholders aiming to enhance digital experience and resilience through smart tourism strategies.

Key words: Smart tourism; digital experience; user preferences; mobile platforms; post-COVID travel
J.E.L. classification: D83, L83, M10, O33

1. Introduction

The COVID-19 pandemic has profoundly impacted the global tourism industry, disrupting mobility and consumer behavior while simultaneously accelerating the integration of digital technologies across all stages of the tourist experience. As travel resumed, the need for contactless interactions, real-time updates, and flexible service provision led to a transformation of traditional tourism systems into digital-first, user-centric environments. In this new reality, the concept of *smart tourism* has emerged as a response to the demand for innovation, safety, personalization, and sustainability (Gretzel et al., 2015).

Smart tourism refers to the strategic integration of advanced technologies such as artificial intelligence (AI), big data, Internet of Things (IoT), mobile applications, augmented reality (AR), and virtual reality (VR) into tourism management and service delivery (Buhalis and Amaranggana, 2015). These tools enable destinations and businesses to design more efficient, adaptive, and engaging tourism experiences. Moreover, smart tourism relies on data flows and digital infrastructure to provide tourists with dynamic access to information, recommendations, and personalized content in real time (Neidhardt et al., 2015).

In the post-COVID context, digital experience has become a key factor of competitiveness, as tourists increasingly value technological fluency, digital convenience, and tailored services (Koo et al., 2016). The expectations of travelers have shifted toward smart environments that combine physical and virtual experiences, integrated platforms, and digital transparency. These new expectations require not only the deployment of technology but also a transformation in the way tourism destinations and businesses engage with users.

This paper investigates the interaction between smart tourism tools and user preferences in the post-pandemic environment. It aims to:

- identify and classify the main digital tools and platforms used in smart tourism;
- analyze current user behaviors and expectations regarding digital experiences;
- compare digital readiness and smart tourism strategies in selected destinations;
- offer practical recommendations for tourism stakeholders seeking to enhance user satisfaction through innovation.

2. Literature review

The evolution from digital tourism to smart tourism reflects a fundamental shift in how technology is integrated into the tourism value chain. While digital tourism primarily referred to the use of internet-based tools to facilitate travel planning and booking, smart tourism goes further by incorporating advanced technologies that enable personalized, context-aware, and real-time services (Gretzel et al., 2015).

According to Buhalis and Amaranggana (2015), smart tourism is characterized by the synergy between digital ecosystems and physical infrastructures, where data collected from tourists, devices, and destinations are processed to generate intelligent services. These services are aimed at improving tourist satisfaction, resource efficiency, and destination management.

Smart tourism is part of the broader concept of *smart cities*, benefiting from developments in data science, mobile computing, and sensor technologies (Yoo et al., 2017). Destinations that embrace this model are often referred to as *smart destinations*, defined by their capacity to collect, process, and respond to data in ways that enhance the tourist journey.

The key dimensions of smart tourism include:

- Smart accessibility: the ability to access information and services anytime, anywhere;
- Smart sustainability: using technology to manage resources responsibly;
- Smart engagement: enabling interaction between users and tourism systems in real time;
- Smart personalization: tailoring services based on user preferences and behavior patterns (Schroeder et al., 2021).

This conceptual framework serves as a foundation for analyzing both technological innovations and the behavioral responses of tourists in a rapidly digitalized world.

The rapid advancement of digital technologies has redefined how tourism services are produced, delivered, and consumed. In the context of smart tourism, digital tools are not only support instruments but central elements that enable real-time interaction, adaptive service design, and dynamic content distribution (Neuhofer et al., 2015).

The most widely used categories of digital tools in tourism include:

- Mobile applications: Used for reservations, itinerary planning, navigation, local recommendations, and customer service. Apps such as Visit A City or TripIt integrate real-time data and push notifications, providing dynamic interaction with tourists (Wang et al., 2022).
- Online booking platforms: Websites and mobile interfaces such as Booking.com, Airbnb, and Expedia allow for instant booking and customization. Many of these platforms use AI algorithms to suggest accommodations and services based on past user behavior and preferences (Li et al., 2020).
- Augmented and Virtual Reality (AR/VR): These technologies are increasingly adopted to provide immersive pre-travel experiences or enhance on-site interpretation in museums and cultural heritage sites. For example, VR applications allow virtual site visits, while AR tools offer enriched navigation and storytelling (Tussyadiah et al., 2018).
- Big data and analytics platforms: Data collected through sensors, social media, and mobile devices are processed to monitor tourist flows, predict trends, and improve destination management. Cities such as Barcelona or Seoul have implemented smart systems that collect data to optimize tourist capacity and resource allocation (Koo et al., 2016).

- Social media platforms: Tourists use platforms like Instagram, TikTok, and Facebook to share experiences, access peer reviews, and interact with destination brands. These platforms serve both as sources of inspiration and as tools for co-creating the tourism experience (Sigala, 2017).

The integration of these tools within a cohesive digital infrastructure contributes to seamless tourism experiences, enhancing the perception of service quality and increasing user satisfaction. The success of these tools depends on both their technical functionality and the level of digital literacy and trust among tourists.

Moreover, the role of interoperability and data privacy regulations, such as GDPR in Europe, has become increasingly relevant, influencing how tourism businesses design their digital platforms and communicate with users (Buhalis and Sinarta, 2019).

The COVID-19 pandemic has caused a profound transformation in tourist behavior, especially in how individuals interact with digital environments before, during, and after travel. Lockdowns, health concerns, and travel restrictions have intensified the reliance on technology as a mediator of safety, convenience, and trust in tourism services (Baum and Hai, 2020).

One of the most significant shifts has been the rise in demand for contactless technologies. Tools such as digital check-ins, QR code-based menus, voice-activated room controls, and contactless payment systems have become standard in many accommodations and service facilities (Shin and Kang, 2021). These changes are driven by the need to reduce physical contact and perceived health risks.

Another change relates to the expectation of real-time information. Tourists now rely heavily on mobile apps and official platforms to access live updates regarding travel restrictions, local COVID-19 incidence, open/closed attractions, or crowd levels at popular sites (Liu et al., 2022). Flexibility and transparency are considered essential components of digital trust.

At the same time, personalization has gained increasing value. Post-COVID travelers prefer platforms that provide tailored suggestions based on interests, behavior, and location. AI-driven platforms use machine learning to recommend destinations, itineraries, and services dynamically, enhancing the sense of control and relevance for users (Ivanov et al., 2020).

Digital well-being has also become a concern. As digital fatigue increased during the pandemic, some tourists now seek a balance between digital convenience and authentic, in-person experiences. As a result, platforms promoting slow travel, local interaction, and low-impact tourism have gained popularity, indicating a shift toward more meaningful, value-driven travel behaviors (Gretzel et al., 2021).

Finally, tourists have become more proactive in managing their digital identities and data privacy. The increased use of health apps, digital travel passes, and tracking tools has triggered new debates on ethical boundaries and transparency, particularly regarding data ownership and third-party use (Xiang et al., 2021).

Overall, the pandemic has produced a more digitally mature and demanding tourist profile, characterized by expectations for intuitive technology, immediate support, and integrated digital ecosystems. These behavioral changes present both opportunities and challenges for destinations transitioning toward smart tourism.

While smart tourism presents numerous benefits—ranging from improved efficiency and personalization to sustainability and competitiveness—its implementation across destinations remains uneven and faces several structural and operational challenges.

One of the most cited barriers is the unequal digital infrastructure across countries and regions. Developing or rural destinations often lack access to high-speed internet, reliable mobile coverage, and integrated data systems, which prevents them from fully adopting smart tourism tools (Gretzel et al., 2015). Even in technologically advanced countries, the adoption rate varies considerably depending on governance, investment, and public-private cooperation (Baggio and Del Chiappa).

Another key challenge is digital fragmentation. The tourism industry is composed of a multitude of small and medium-sized enterprises (SMEs), many of which operate independently and with limited digital capabilities. Without interoperability and standardized platforms, the smart tourism ecosystem may become disjointed, affecting user experience and data coherence (Koo et al., 2016).

The human factor also remains crucial. Even with technological tools in place, success depends on the digital literacy of both service providers and tourists. Training, adaptation, and user-centric design are essential for ensuring that smart tools are effectively used and accepted (Yoo et al., 2017).

Despite these challenges, the post-COVID context has opened significant opportunities for innovation. The widespread adoption of mobile technologies and the normalization of digital interactions have created a more receptive user base for smart tourism solutions. Moreover, data-driven decision-making and predictive analytics offer destinations the ability to optimize visitor flows, reduce environmental pressure, and enhance safety and responsiveness in real time (Li et al., 2020).

Public institutions also play a growing role in supporting smart tourism through strategic plans, funding, and regulatory frameworks. Initiatives such as the European Commission's Digital Europe Programme or the UNWTO Smart Destinations Network facilitate knowledge transfer, benchmarking, and capacity building.

In summary, the implementation of smart tourism is a complex but achievable objective, contingent upon digital infrastructure, cross-sector collaboration, user engagement, and strategic vision. As destinations strive to rebuild tourism in a more sustainable and resilient manner, the smart tourism paradigm offers a valuable roadmap.

3. Research methodology

This paper employs a qualitative, comparative case study methodology to investigate how four European cities—Amsterdam (Netherlands), Dubrovnik (Croatia), Cluj-Napoca (Romania), and Helsinki (Finland)—have implemented smart tourism tools and how these digital solutions align with user preferences in the post-COVID context. A qualitative approach was deemed appropriate given the complexity of the subject, which involves technological, institutional, and behavioral dimensions that are best explored through context-sensitive, descriptive analysis.

The selection of the four case studies was based on multiple criteria: the existence of formal smart tourism strategies or inclusion in broader smart city programs; the presence of functional digital platforms or tools aimed at tourists; public availability of strategic documents and tourism policies; and evidence of post-COVID adaptations incorporating digital innovations. This selection ensured a balanced comparison across various geographic regions and levels of digital maturity, reflecting a mix of highly developed and emerging tourism destinations.

Data collection relied on secondary sources and digital materials, including official municipal websites, smart tourism applications, local and regional tourism strategies, and public reports from international organizations such as the UNWTO, the European Commission, and the OECD. In addition, the research examined mobile applications and online platforms designed for tourists, evaluating their content, usability, interactivity, and user feedback. To ensure data triangulation and enhance reliability, the study also included expert commentaries, academic case studies, and media coverage related to tourism digitalization in each city.

The analysis was conducted using a comparative matrix of indicators. These included: the type and scope of digital tools in use (e.g., mobile apps, VR/AR experiences, integrated booking systems); the level of personalization and real-time interaction; the degree of accessibility and user engagement; the presence of post-COVID features (such as contactless services, health information, or flexible bookings); and the integration of sustainability and inclusion into digital tourism policy frameworks. This matrix facilitated the identification of best practices, recurring challenges, and areas for strategic improvement.

Overall, this methodology offers a comprehensive and context-rich perspective on smart tourism implementation in Europe, enabling meaningful cross-case comparisons and providing insights applicable to other destinations navigating the transition toward digital resilience and competitiveness.

4. Findings

The four selected European destinations—Amsterdam, Dubrovnik, Cluj-Napoca, and Helsinki—have each developed digital infrastructures aimed at enhancing the tourist experience through smart tools and interactive platforms. While their approaches vary depending on technological maturity, tourism profile, and governance models, all four cities have integrated digital components into their tourism systems with notable results.

Amsterdam is widely regarded as a pioneer in digital tourism and sustainability. Its flagship platform, *Iamsterdam*, provides a centralized interface that connects tourists with real-time information on public transport, attractions, events, and cultural activities. The platform features location-aware services, interactive maps, and personalized itinerary suggestions based on user input and preferences. The city also employs data analytics to monitor tourist flows and redirect visitors away from overcrowded areas, enhancing both safety and local satisfaction.

Dubrovnik, facing longstanding issues with overtourism, particularly within its UNESCO-listed old town, has adopted a defensive but innovative smart tourism strategy. The city's *Respect the City* platform includes a cruise ship arrival schedule, real-time capacity tracking, and visitor guidance tools that aim to distribute tourist flows across time and space. Additionally, digital maps, QR-based guides, and mobile navigation systems promote cultural interpretation while reducing physical pressure on fragile heritage sites.

Cluj-Napoca, although not yet internationally recognized as a smart tourism leader, is developing a growing digital ecosystem through collaborations with academia, local IT clusters, and municipal authorities. The city has launched several mobile apps that provide real-time information about local events, transport, accommodation, and heritage trails. Notably, some of these tools integrate augmented reality (AR) to enrich cultural storytelling and tourist engagement. While the platforms are still fragmented, they demonstrate potential and responsiveness to digital demand.

Helsinki distinguishes itself through a fully integrated smart city framework in which tourism plays a prominent role. The *MyHelsinki* portal and mobile app offer a seamless user experience, combining transportation data, personalized recommendations, and sustainable tourism filters. Tourists can select experiences based on themes such as "eco-friendly," "family-friendly," or "local favorite," supported by user reviews and AI-driven suggestions. The city's open data policy enables third-party developers to build apps that further enhance the tourism experience.

Across all four cities, smart tools serve not only as facilitators of information but also as mediators of trust, personalization, and resilience. Their design reflects differing priorities: Amsterdam and Helsinki emphasize integration and sustainability, Dubrovnik prioritizes heritage protection and flow control, while Cluj-Napoca showcases grassroots innovation in a transitional context. Together, they offer a diversified view of smart tourism platforms in action.

Table no. 1. Comparative overview of smart tourism features in selected European cities

City	Mobile Apps	AR/VR	Real-time Info	AI Personalization	Booking Integration
Amsterdam	✓ Advanced	✓ Moderate	✓ Full support	✓ Integrated	✓ Complete
Dubrovnik	✓ Basic	✗ Not available	✓ Active tracking	✗ Not applied	⚠ Limited
Cluj-Napoca	✓ Functional	✓ Pilot use	⚠ Partial	⚠ Experimental	⚠ Fragmented
Helsinki	✓ Advanced	✓ Advanced	✓ Full support	✓ Integrated	✓ Complete

Source: Author's own elaboration based on official city portals and strategic documents (2024).

Personalization and real-time interactivity are critical dimensions of smart tourism, as they directly influence the tourist's engagement, satisfaction, and perception of service quality. The four selected destinations exhibit varying levels of maturity in implementing these features, reflecting their strategic orientation and digital capacity.

Amsterdam offers a robust level of personalization through its *Iamsterdam* digital ecosystem. The platform uses data-driven algorithms to generate personalized itineraries, recommend attractions based on location, and suggest less crowded routes or times for visiting popular sites. Additionally, real-time interaction is supported through dynamic updates on public transport, events, and local

services. The integration of live data ensures flexibility and responsiveness throughout the tourist journey.

Helsinki also demonstrates an advanced model of personalization via the *MyHelsinki* platform. Tourists can filter experiences based on their interests, sustainability criteria, and travel purpose. The platform employs AI-driven recommendations and integrates user reviews to create a sense of trust and relevance. Real-time functionality is embedded in mobility services, event calendars, and digital maps, offering seamless interaction between the tourist and the urban space.

Dubrovnik, by contrast, focuses more on real-time guidance than on personalization. The *Respect the City* initiative provides live updates on visitor flows and cruise ship arrivals, helping tourists avoid overcrowded areas. However, the lack of AI tools or preference-based content limits the ability to tailor experiences. Interaction is mostly one-directional, oriented toward informing tourists rather than engaging them.

Cluj-Napoca is positioned in an intermediate stage. While some personalization is offered through pilot AR applications and cultural event apps, these tools are not yet centralized or adaptive in real time. The fragmentation of platforms and absence of predictive features suggest that tourists may experience limited interactivity, relying more on static content and manual navigation.

The comparison highlights a clear divide between digitally mature cities (Amsterdam and Helsinki) and transitional destinations (Dubrovnik and Cluj-Napoca). Whereas the former prioritizes user-centered design and real-time adaptability, the latter concentrate on informative functionalities with lower degrees of system responsiveness. Nevertheless, all four cities recognize the importance of digital engagement, albeit at different scales and through different strategic lenses.

As digital platforms become increasingly central to the tourist experience, understanding user preferences and engagement behaviors is essential for the success of smart tourism strategies. In the post-COVID context, tourists have become more selective, informed, and reliant on digital solutions—not only for planning and booking but also for navigating destinations, ensuring safety, and enhancing experiential value.

Across the four analyzed cities, we observe differentiated levels of user engagement with smart tourism platforms, shaped by usability, relevance, language accessibility, and perceived value.

In Amsterdam, the *Iamsterdam* platform is widely used by both international and domestic tourists due to its intuitive interface, multilingual support, and real-time functionality. Tourists show high engagement with features such as itinerary builders, attraction filters, and transport planners. Online feedback indicates a strong preference for centralized apps that minimize the need for third-party services and allow for frictionless navigation.

Helsinki demonstrates similarly high levels of digital interaction, particularly among tech-savvy and environmentally conscious tourists. The *MyHelsinki* platform allows users to engage actively by customizing their experience based on sustainability filters, personal interests, and real-time feedback. User engagement is further supported by the integration of open data, AI recommendations, and interactive urban guides. Helsinki's success lies in its ability to align digital content with user values and identity-driven travel motivations.

In Dubrovnik, user engagement is more pragmatic and issue driven. The city's digital tools are often accessed out of necessity—for example, to avoid congestion in the old town or to consult cruise ship schedules. While tourists do interact with the *Respect the City* platform, engagement tends to be low-frequency and one-way, with limited opportunities for feedback, customization, or community building. This suggests a more passive use of technology, focused on regulation rather than experience enrichment.

Cluj-Napoca presents a mixed picture. Tourists and locals engage with specific tools—such as AR cultural trails or event-specific apps—but report inconsistencies in usability and availability. The lack of an integrated digital environment leads to fragmented engagement patterns, where users rely on multiple apps or informal sources (e.g., social media or Google Maps) rather than a centralized tourism hub. However, there is a growing interest, particularly among young tourists and students, in exploratory and participatory forms of digital tourism.

Common trends across all destinations include a preference for mobile-first solutions, real-time content, and location-based services. Additionally, tourists increasingly value customization, trustworthy information, and visual/interactive content (e.g., maps, video guides, AR). In contrast,

low engagement is often associated with poorly translated platforms, complex interfaces, or lack of perceived added value.

Overall, the findings indicate that user preferences are shifting toward highly personalized, transparent, and interactive digital tourism environments. Cities that anticipate and respond to these expectations—through design, communication, and content strategy—are better positioned to build loyalty, generate positive experiences, and stimulate word-of-mouth promotion.

The COVID-19 pandemic accelerated the digital transformation of tourism by exposing the vulnerabilities of traditional systems and reinforcing the need for flexible, safe, and adaptive digital infrastructure. In response, cities across Europe deployed a variety of digital innovations designed to reduce physical contact, increase transparency, and restore user trust in travel services. The four analyzed cities—Amsterdam, Dubrovnik, Cluj-Napoca, and Helsinki—implemented distinct strategies to address these challenges through technology.

Amsterdam introduced several post-COVID features into its *Iamsterdam* platform. These included real-time crowd monitoring in key tourist areas, alerts about temporary closures or regulation changes, and integrations with public health updates. Digital ticketing systems were upgraded to support contactless access, while flexible cancellation policies were promoted through the platform to reduce uncertainty. Importantly, Amsterdam leveraged behavioral data to encourage visitors to explore alternative, less crowded sites—helping to decentralize tourism pressure in a sensitive moment.

Dubrovnik responded to its overtourism problem by embedding health-oriented data and predictive visitor flow tools in the *Respect the City* platform. Real-time ship traffic dashboards were adapted to highlight periods of reduced density, and digital signage at the city's entry points provided QR-based updates. Although personalization remained minimal, the city prioritized risk reduction and orderly management, which proved essential in maintaining a safe experience for both tourists and residents.

Cluj-Napoca, despite having more limited financial and infrastructural capacity, launched localized apps for event management, digital ticketing, and contactless services in the hospitality sector. The municipality supported small tourism operators in adopting QR menus, e-payment systems, and mobile booking tools. While these innovations were not part of a centralized platform, they represent an important step toward digital maturity and risk mitigation in an emerging tourist destination.

Helsinki distinguished itself through its integration of sustainability and health security. The *MyHelsinki* platform featured dedicated sections on COVID-19 protocols, vaccination sites, and safe transport options. AI tools were used to provide adaptive recommendations based on personal risk profiles or travel group characteristics (e.g., family with children vs. solo traveler). Moreover, the city continued to promote outdoor and low-density experiences using digital trail maps, eco-filters, and self-guided tours.

To summarize the diversity of post-COVID innovations, Table no. 2 provides a comparative overview of the digital safety and flexibility measures implemented by each destination.

Table no. 2. Post-COVID digital innovations and safety measures in selected cities

City	Contactless Services	Crowd Management	Health Info Integration	Flexible Booking	Sustainable Travel Options
Amsterdam	✓ Full implementation	✓ Real-time alerts	✓ Linked to health services	✓ Supported	✓ Promoted via platform
Dubrovnik	✓ Basic (QR)	✓ Cruise schedule app	⚠ Limited info	✗ Not emphasized	✗ Not prioritized
Cluj-Napoca	✓ Local adoption	⚠ Partial (events)	⚠ Institutional only	⚠ Operator-dependent	⚠ Pilot level (AR trails)
Helsinki	✓ Integrated	✓ Adaptive planning	✓ Health filters & updates	✓ AI-enhanced	✓ Advanced personalization

Source: Author's elaboration based on public sources and platform analysis (2024).

The post-COVID period has served as both a **stress test and a catalyst** for tourism innovation. Destinations with pre-existing smart infrastructure, such as Amsterdam and Helsinki, were able to adapt rapidly and comprehensively. Meanwhile, Dubrovnik and Cluj-Napoca adopted more focused or reactive solutions, showing that even partial digitalization can offer significant public health benefits. In the future, digital resilience—defined as the ability to adapt digital systems to crises—will likely become a core pillar of sustainable tourism governance.

5. Conclusions

This study explored how selected European destinations—Amsterdam, Dubrovnik, Cluj-Napoca, and Helsinki—have adopted smart tourism tools and adapted their digital platforms to meet evolving user expectations in the post-COVID context. Through a comparative analysis grounded in qualitative evaluation and document-based evidence, the research identified significant differences in the structure, scope, and impact of smart tourism implementation.

The findings indicate that Amsterdam and Helsinki have achieved a high degree of digital maturity, characterized by integrated platforms, advanced AI personalization, and real-time adaptability. These cities exemplify a proactive approach to tourism digitalization, combining technological innovation with sustainability, inclusiveness, and user-centered design. Their platforms reflect not only technical excellence but also strategic coherence, offering seamless experiences across information, mobility, booking, and feedback loops.

Dubrovnik, although more limited in scope, demonstrates how digital tools can effectively manage visitor flows and mitigate the negative effects of overtourism. Its platform prioritizes regulatory functionality and safety, showing that smart tourism can also be a mechanism for destination protection, not just enhancement. However, its low levels of personalization and engagement suggest a need for greater alignment with user-driven innovation.

Cluj-Napoca, as an emerging smart destination, highlights the challenges and opportunities of digital transformation in resource-constrained environments. Despite limited infrastructure, the city has shown flexibility through pilot projects and partnerships, indicating strong potential for future development. The fragmented nature of its digital offer, however, calls for a more unified and strategic approach.

In terms of user behavior, the study confirms that tourists increasingly value mobile-first, real-time, and personalized digital services. Trust, convenience, and relevance are core drivers of engagement. At the same time, poorly integrated platforms, lack of multilingual options, and non-intuitive interfaces act as barriers to adoption—even in technologically advanced destinations.

The COVID-19 pandemic served as an accelerator of digital innovation. Cities that were already investing in smart tourism were able to respond more effectively to emerging safety and communication needs. Contactless services, health-integrated applications, and flexible digital services are now seen not as optional enhancements, but as fundamental components of competitive and resilient tourism systems.

Recommendations:

- Destinations should invest in centralized smart platforms that integrate all aspects of the tourist journey, from planning to real-time support and post-travel feedback.
- AI and big data analytics should be used not only for personalization but also for strategic planning, capacity control, and sustainability monitoring.
- Cities should prioritize user experience design, including multilingual interfaces, visual storytelling, and mobile responsiveness, to increase adoption and satisfaction.
- For emerging destinations, regional cooperation, academic partnerships, and EU funding can be leveraged to accelerate digital transformation.
- Digital strategies should be aligned with broader goals of environmental responsibility, cultural preservation, and social inclusion, ensuring that technology serves both tourists and local communities.

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